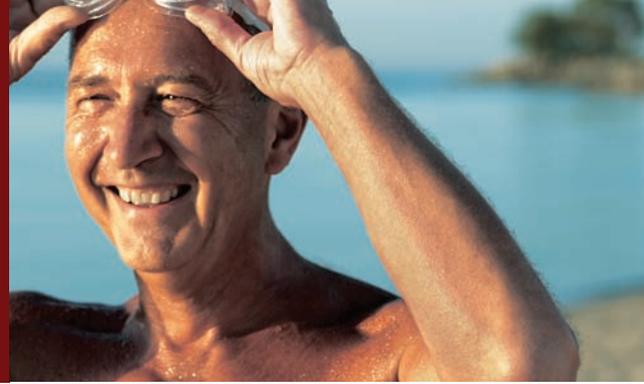


Quaker is Introducing Three New Ways to Make Mornings More Amazing...



In a national Quaker poll, seven out of ten people said they wish they could reset their morning, and a big part of that morning reset is about making time for a healthy breakfast. Quaker is helping you transform your morning routine with new and improved products to help make breakfast – and the rest of your day – more amazing. Whether you're looking for ways to beat the breakfast blahs, or you're in need of something that provides a more nutritious bang for your breakfast buck, you're in luck. With new flavors, heartier textures, improved nutrient profiles, and the same heart-healthy soluble fiber we're known for, Quaker can help make every day more amazing. See how some of the other most popular breakfasts in America stack up.*

Breakfast Choices	Calories	Fat (g)	Sat Fat (g)	Cholesterol (mg)	Sugar (g)	Fiber (g)
Old Fashioned Quaker Oatmeal**	150	3	0.5	0	0	4
Maple Brown Sugar Instant Quaker Oatmeal**	160	2.5	0.5	0	9	3
Large Bagel with 1 oz. Cream Cheese	434	11.7	6	35	7.53	3
Large Blueberry Muffin	444	21.74	4.01	45	30.57	2
Breakfast Sandwich with Egg, Sausage, and Cheese	579	35.28	11.24	263	15.72	1.2
Doughnut	303	16.92	9.03	13	17.86	1.3
Toaster Pastry	254	10.97	2.97	0	16	1.1
2 Pieces of Toast with 2 TBSP Jam/Preserves	240	2	0	0	22	2
16 oz. Blended flavored coffee drink	470	18	12	50	59	0

*Source: U.S. Department of Agriculture, Agricultural Research Service. 2009. USDA National Nutrient Database for Standard Reference, Release 22. Nutrient Data Laboratory Home Page, <http://www.ars.usda.gov/nutrientdata> **Source: <http://www.quakeroats.com/products.aspx>

Improving Instant Oatmeal:

We're making our oatmeal better, starting with some of consumers' favorite flavors. Quaker's Maple & Brown Sugar, Apples & Cinnamon, and Cinnamon & Spice instant oatmeal varieties now have:

- 25 percent less sugar per pouch
- Bigger oats for a heartier texture
- All natural flavors



Hearty Medleys:

New Quaker Hearty Medleys is oatmeal reinvented. It's loaded with real fruits, nuts, and four heart-healthy whole grains.

Hearty Medleys provides:

- 18 grams of whole grains per serving
- A unique, nutritious blend of oats, rye, barley, and whole wheat.
- All natural Apple Cranberry, Almond and Banana Nut flavors



Mix-Up Creations:

Let kids mix and match their favorite oatmeal flavors to make their own unique combinations. It's a fun way to create an amazing breakfast:

- Good source of protein, fiber, calcium, and B-vitamins
- 13-16 grams of heart-healthy whole grains per serving
- Brand new kid-friendly flavors include Maple-licious, Apple-tastic, Cinn-O-Man, Banana Slamma, and Blueberry Blast



Amazing Breakfast Tips and Tools

Despite the fact that breakfast is widely accepted as the most important meal of the day, it has become a low priority for a large number of Americans. Breakfast can help set the tone for the day, so it can position you to make sensible choices later on and provide a variety of essential nutrients before heading out the door.

A few helpful strategies in the morning could be all you need to get the most *amazing* out of your day.

For the Snooze-Button Abuser

The trick to waking up earlier in the morning is changing your habits the night before.

- Turn off the TV or computer screen at least one hour or more before going to bed, and don't disrupt your wind-down routine. Keep necessities handy beside the bed to avoid getting up once you've settled in your sheets and reduce noise as much as possible.

For the Frenzied Family Ring Leader

If you can't make time for your own breakfast, because you're too busy getting the kids dressed, fed, and out the door, try making breakfast a morning event for the whole family.

- Get kids involved in breakfast prep by helping set the table, get ingredients ready, or wash dishes – not only will you save time by delegating basic breakfast duties, but it also teaches kids about responsibility and team work.

For the Empty-Bellied Commuter

If you face a long ride to work each morning, breakfast often takes a backseat. Get more out of your morning meal by setting up an at-work breakfast routine.

- Make a breakfast menu for the month featuring a different breakfast each week. Then, plan grocer lists and prep steps that can be done over the weekend to set the stage for the week ahead. Chop, mix, and measure out mix-ins so they're ready to grab and go. Cut up fresh fruit the night before and drizzle with lemon juice to prevent them from browning over night or on the way to work.

Morning Comfort Oatmeal (Serves 4)

Ingredients:

3½ cups coconut water	1/3 cup dried blueberries
½ teaspoon salt	¼ cup toasted flax seeds*
2 cups Quaker Old-Fashioned Oats	¼ cup chopped almonds
3 tablespoons lime juice	4 teaspoons honey

Optional:

¼ cup freeze dried blueberries	¼ cup popped quinoa*
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Topping this hearty dish with dried blueberries and popped quinoa adds crunch and flavor to every bite.



Directions:

Bring coconut water and salt to a boil in a medium saucepan. Add Quaker Old-Fashioned Oats and cook uncovered for 5 minutes, stirring occasionally.

Meanwhile, mix together lime juice and dried blueberries in a small bowl and microwave for 30 seconds, until blueberries are plump and begin to re-hydrate.

When the oats have cooked for 5 minutes, gently stir in the blueberries, toasted flax seeds, chopped almonds, and honey. Spoon into 4 individual bowls, sprinkle each with 1 tablespoon of freeze dried blueberries and popped quinoa, and serve hot.

**Toasted Flax Seeds: Toast flax seeds in a dry sauté pan over medium heat, stirring frequently, just until fragrant and starting to release their oils, about 2 minutes.*

**Popped Quinoa: Bring ½ cup of water to a boil in a small saucepan. Stir in ¼ cup of quinoa and cook covered for 10 minutes, until tender. Spread cooked quinoa onto a sheet pan and place in 350° oven for 10 minutes to dry out. Once dried, toast the quinoa in a dry skillet until golden brown and you hear it pop.*

Nutrition Facts:

Calories 350, Calories from Fat 90, Total Fat 10g, Saturated Fat 1.5g, Trans Fat 0g, Cholesterol 0mg, Sodium 520mg, Total Carbohydrate 55g, Dietary Fiber 12g, Sugars 17g, Protein 10g

Nutrition Facts (with optional ingredients):

Calories 390, Calories from Fat 90, Total Fat 11g, Saturated Fat 1.5g, Trans Fat 0g, Cholesterol 0mg, Sodium 520mg, Total Carbohydrate 64g, Dietary Fiber 13g, Sugars 23g, Protein 11g

For more information about Quaker Oatmeal, visit www.QuakerOats.com.

